



“Parked” Pages

Contracted Parties Summit

29th April 2026

Agenda

What are parked pages?

How can we discover them at scale?

How the ecosystem is changing

What is “Parked”?

namecheap

Looking for a domain?
Namecheap has some of the best prices. [Learn more](#)

The domain has expired. Is this your domain? [Renew now](#)

123D-INFO.COM

Ähnliche Suchanfragen

- [3d Zeichenprogramm Kostenlos >](#)
- [Cad Software Kaufen >](#)
- [3d Modelle Erstellen Lassen >](#)

What is “Parked”?

GoDaddy

Excellent 4.6 out of 5 Trustpilot

The domain name
AndersonLocksmith.com
is for sale!

Safe & secure transactions

Fast & easy transfers

Hassle free payments

Get this domain
Make the owner an offer for the domain.

Make an offer

My offer in USD

Next

- ✓ Free transaction support
- ✓ Secure payments
- ✓ Local currency available in cart at checkout ⓘ

VISA

Need help? Give us a call. [480-651-9741](tel:480-651-9741)

Ask AI

The simple, and safe way to buy domain names
No matter what kind of domain you want to buy or lease, we make the transfer simple and safe.
[Here's how it works](#) →

What is “Parked”?



**This domain is registered and protected
by Markmonitor**

**More than half the Fortune 100 trust Markmonitor
to protect their brands online.**

© 2025 Markmonitor Inc. All rights reserved.

What is “Parked”?

namecheap

Whois verification is pending

Since January 2014, all ICANN accredited registrars (like Namecheap) have been required to verify the contact information (Registrant Whois) of customers registering domain names. This includes modifications to the contact details.

Why this domain has been suspended

- We need email address verification from the owner**
This might be because the owner has registered, but has not clicked the verification link in the email sent to them.
- Other domain contact details have recently been modified, but are not yet verified**
This data might be their first name, last name, organisation name or email address.

[Didn't get the email?](#)

Is this your site? - Reactivate it now!

Resend the verification email

This will be sent to the registrant email address listed in your domain's contact data. Unless you've changed it manually, it will be what you inputted when you first registered the domain.

Agenda

What are parked pages?

How can we discover them at scale?

How the ecosystem is changing

Parking is a service

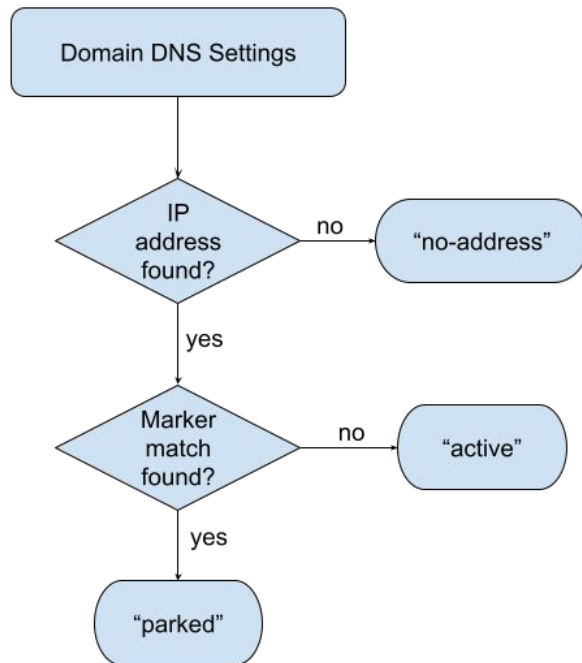
Parking services operated by relatively small set of players; parking is performed via DNS settings, *e.g.*

- GoDaddy uses an IP address
- Namecheap uses a CNAME
- Parking Crew uses NS records

ANY domain with that (IP address, CNAME, NS) will return the parked page.

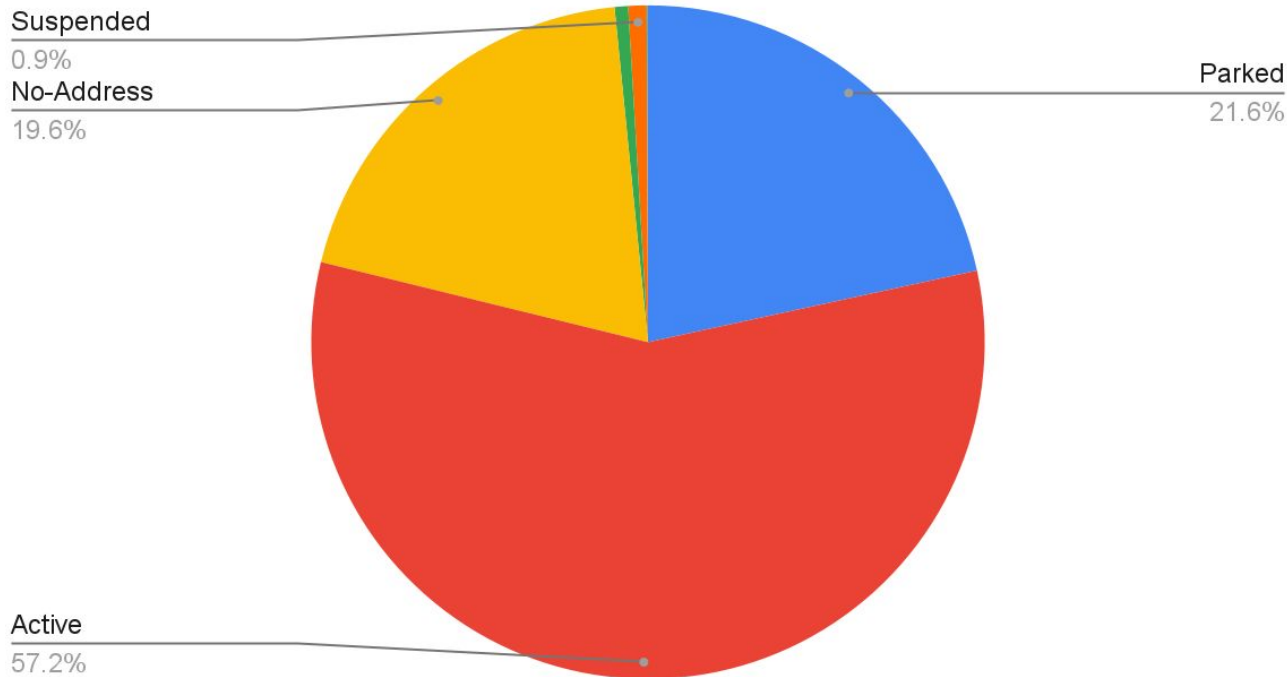
Other states share this feature, *e.g.* “Verification Pending”

Categorising Domains



Categorising Domains

Percentages of Statuses



Agenda

What are parked pages?

How can we discover them at scale?

How the ecosystem is changing

Changing the Landscape

Parking is about making money

Potential advertising revenue largely controlled by google

google doesn't like parked pages

Changing the Landscape

Parked domain site

Need help? Ask our AI agent for support 

[↪ How do I exclude parked domains from my campaigns?](#)

[↪ Why is the Search Partner Network removing parked domains?](#)

[↪ What content is required for ads linking to parked domains?](#)

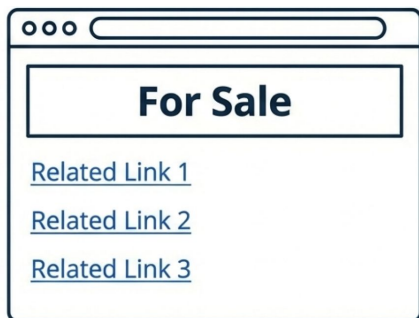
Note: Parked Domains (AFD) will cease to be an ad surface within the Search Partner Network effective February 10, 2026. The option to include Parked Domains in the account's Content suitability settings will be removed at that time. The change will be applied automatically on February 10, 2026.

A web address that was purchased but not thoroughly developed. This webpage typically has little or no content because the page is, for example, in development or waiting for a new owner.

The Evolution of Domain Parking

'Classic' Parking

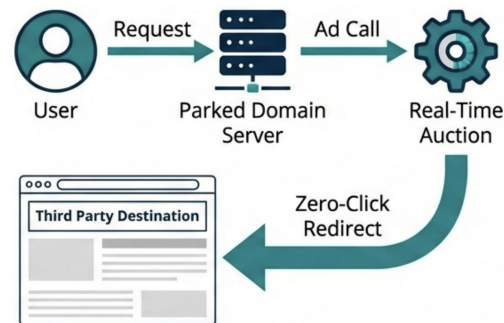
Zero content



- Simple HTTP redirects or static HTML frames
- Single-service hosting (monetization was obvious)
- Primary Goal: Passive display of ads

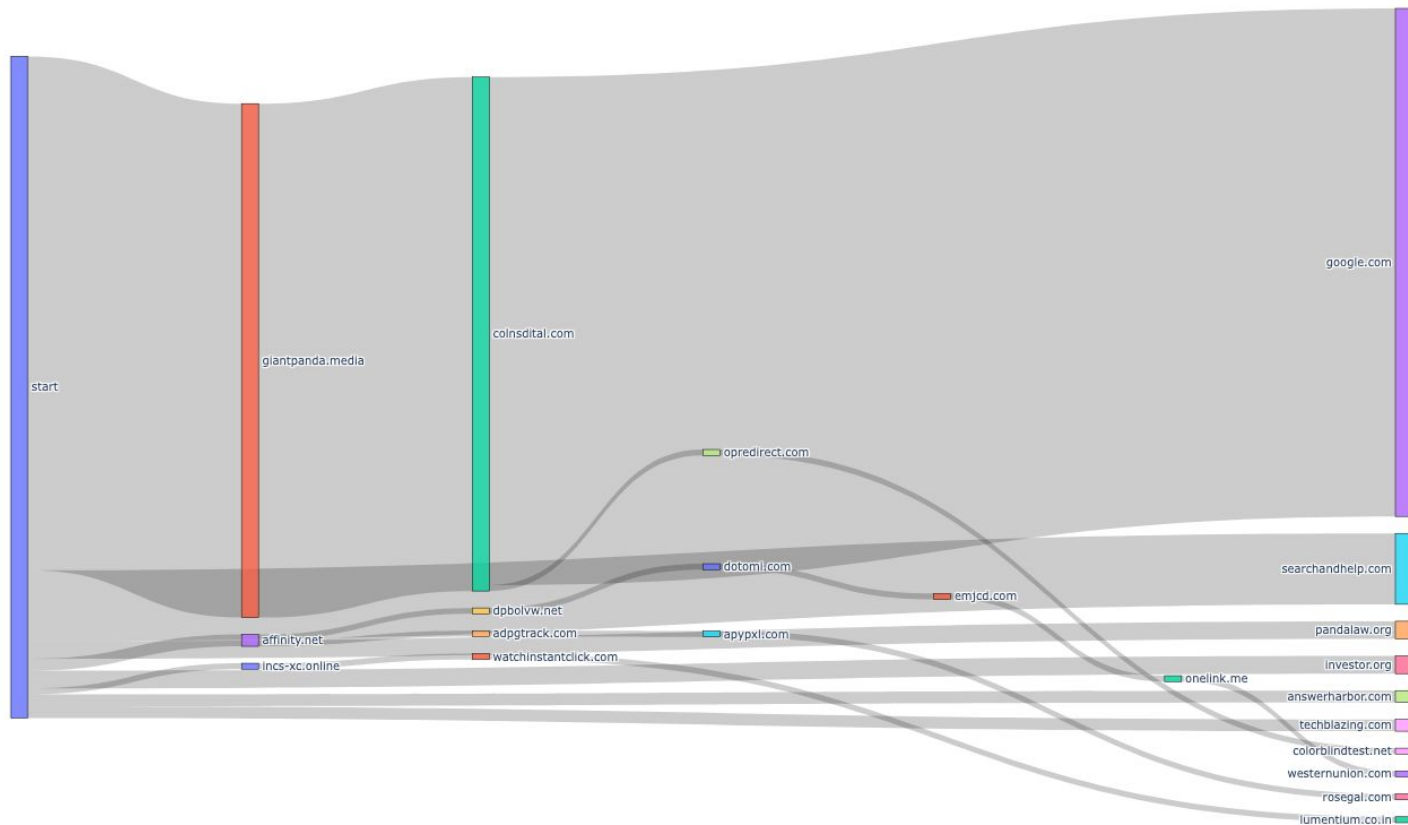
'Modern' Parking

Zero-click Redirect



- Dynamic Obfuscation: Complex JavaScript & "Zero-Click" chains
- Infrastructure Masking: CNAME flattening & Cloud camouflage
- Monetization: Real-time bidding (RTB) brokers based on geolocation

Just Canada



Open Question...

If I visit a page and get redirected to phishing (or malware) who should act?

- The registrar (of the start point)
- The parking service provider
- The traffic broker (which one?)
- The registrar (of the end point)